

VISITOR DATA SNAPSHOT

YEAR ENDING (YE) JUNE 2022



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TOTAL VISITOR EXPENDITURE

\$2.15 BILLION

FROM A TOTAL 1.31 MILLION VISITORS

VISITORS



1.31M

YE JUNE 2022

↑ +6.0%

1.23M

YE JUNE 2021

AVERAGE NIGHTS



7.1

YE JUNE 2022

↑ +1.5 NIGHTS

5.6

YE JUNE 2021

AVERAGE SPEND PER PERSON



\$1,642

YE JUNE 2022

↑ +37%

\$1,196

YE JUNE 2021

VISITORS BY PURPOSE OF VISIT



HOLIDAY

715,000

↑ +17%



VISITING FRIENDS & RELATIVES

191,000

↑ +31%



BUSINESS

365,000

↓ -15%



OTHER*

82,000

↓ -4.4%

TOP 3 INTERSTATE MARKETS



VICTORIA

VISITORS 110,000 ↑
EXPENDITURE \$331M



NEW SOUTH WALES

VISITORS 83,000 ↑
EXPENDITURE \$208M



WESTERN AUSTRALIA

VISITORS 70,000 ↑
EXPENDITURE \$162M

TOP 5 INTERNATIONAL MARKETS



UNITED KINGDOM

VISITORS 5,400 ↑



UNITED STATES OF AMERICA

VISITORS 4,000 ↑



GERMANY

VISITORS 1,800 ↑



NEW ZEALAND

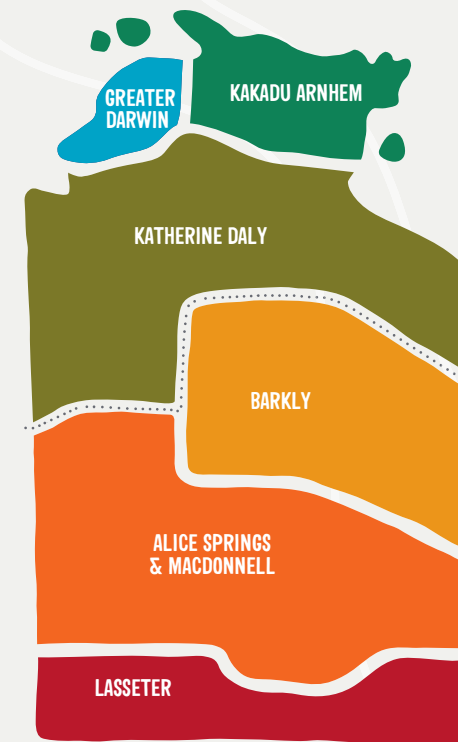
VISITORS 1,600 ↑



SINGAPORE

VISITORS 1,500 ↑

VISITORS BY REGION



TOP END

YE JUNE 2022

VISITORS 991,000 ↑ +11%
EXPENDITURE \$1,563M

GREATER DARWIN

VISITORS 716,000 ↑ +20%
**EXPENDITURE \$1,191M

KAKADU ARNHEM

VISITORS 198,000 ↑ +21%
***EXPENDITURE \$193M

KATHERINE DALY

VISITORS 287,000 ↑ +21%
EXPENDITURE \$178M

CENTRAL

YE JUNE 2022

VISITORS 362,000 ↓ -7.0%
EXPENDITURE \$559M

BARKLY

VISITORS 58,000 ↓
EXPENDITURE \$21M

ALICE SPRINGS MACDONNELL

VISITORS 243,000 ↓ -8.5%
EXPENDITURE \$222M

LASSETTER

VISITORS 181,000 ↑ 26%
EXPENDITURE \$316M

Note: Visitors refers to all-purpose travel and includes; Holiday, Visiting Friends and Relatives (VFR), Business and Other*.

Source: International Visitor Survey and National Visitor Survey, Tourism Research Australia, Year Ending June 2022. Period-to-period percentage changes may differ slightly due to rounding.
* Other includes employment, education and other visitors for stopover reasons. ** Spend for Darwin region only - excludes outer Darwin.
*** Spend for combined Litchfield, Kakadu and Arnhem region - includes outer Darwin.